



# United States Department of the Interior



## BUREAU OF LAND MANAGEMENT

California State Office  
2800 Cottage Way, Suite W1834  
Sacramento, CA 95825-1886

[www.ca.blm.gov](http://www.ca.blm.gov)

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Information Bulletin **No. CA-2001-018**

To: All Employees

From: Deputy State Director, External Affairs

Subject: Customer Service Training

**DD: 2/19/01**

The State Office is hosting three **Customer Service Training** sessions, targeted to customer service reps, web page developers/content providers, and webmasters. The objective of this course is to equip participants to prepare and provide electronic information in response to customer inquiries and requests. One to three employees from each field office will receive travel and per diem to attend one of the three following training sessions.

**Dates:** Basic Customer Service for contact reps  
March 5-7, 2001  
March 7-9, 2001

Customer Service for webmasters and webpage developers  
March 12-14, 2001

Advanced Customer Service for webmasters  
March 14-16, 2001

**To Register for a Course:** Complete the attached registration form and fax or e-mail to the State Office.

**Travel and Per Diem:** will be covered by the State Office. Per diem allowance in Sacramento consists of \$79 for lodging and \$42 for meals and expenses (M&IE).

**Lodging:** You are responsible for your own reservations. For a list of hotels in the area, visit <http://web.ca.blm.gov/CAmaphotelFood.jpg>

**Transportation to and from the Sacramento Airport:** Some hotels have complimentary shuttle service to and from the airport. Please inquire about this service when making hotel reservations.

**Daily Transportation:** Two government owned vehicles will be available for daily transportation between the hotel and State Office, and may be checked-out from Mary Lou West. Please car pool with other training participants where feasible.

**Travel Home:** Class ends no later than noon. When making return travel arrangements, allow an hour and a half between the end of your session and your return flight.

**Contact:** Mary Lou West (916) 978-4612

**Signed:**  
**Tony Staed**  
**DSD, External Affairs**

**Authenticated:**  
**Liza Raymundo**  
**Records Management**

2 Attachments

1. Registration Form - (1 pg)
2. Agenda - (4 pp)

## Customer Service Training

Sacramento, California

March 2001

### Registration Form

Please register me for the following course:

Check One:	Course	Dates
<input type="checkbox"/>	Customer Service Training for contact reps	March 5-7
<input type="checkbox"/>	Customer Service Training for contact reps	March 7-9
<input type="checkbox"/>	Customer Service Training for webpage developers and new webmasters	March 12-14
<input type="checkbox"/>	Advance Customer Service Training for webmasters	March 14-16

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Office: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Send your registration form to:

Mary Lou West

California State Office

Fax: (916) 978-4620

E-mail: [mwest@ca.blm.gov](mailto:mwest@ca.blm.gov) (or mwest in Lotus Notes)



## Customer Service Training

*preparing and providing electronic information to respond to customer requests*

Target Audience: Public Contact Reps from all California Offices

Dates: March 5-7, 2001 or March 7-9, 2001

Location: California State Office Computer Lab

Class Limit: 12 students

<b>MONDAY</b>		
12:00 pm - 12:30 pm	Opening Remarks/Introductions	Mike Pool, State Director Karen Barnette, DSD Support Services Tony Staed, DSD External Affairs
12:30 pm - 4:00 pm	Preparing Mail Lists for public outreach <i>planning, environmental documents, public events, news releases, and more</i> <ul style="list-style-type: none"> <li>• hands-on session</li> <li>• creating groups (mailing lists)</li> <li>• add, delete, update address records</li> <li>• working with your office staff and manager</li> <li>• e-mail</li> </ul>	Mary Lou West AJ Ajitsingh Elaine Downing
<b>TUESDAY</b>		
8:00 am - 9:30 am	The World Wide Web <i>(basic to advanced)</i> <ul style="list-style-type: none"> <li>• how to find information</li> <li>• how to assist customers with electronic information</li> <li>• recreation database</li> <li>• browse</li> <li>• search</li> <li>• image library system</li> </ul>	Mary Lou West
9:30 am	Break	
9:45 am - 10:45 am	BLM Opportunities <ul style="list-style-type: none"> <li>• briefing documents</li> <li>• upcoming events</li> <li>• volunteer web page information</li> <li>• volunteer opportunity lists by field office</li> </ul>	Gus Szlosek
10:45 am - 11:30 am	Web Policies and Procedures <ul style="list-style-type: none"> <li>• planning documents/nepa</li> <li>• news.bytes</li> </ul>	Mary Lou West
11:30 am	Lunch	

12:30 pm - 2:00 pm	Customer Comment Cards <ul style="list-style-type: none"> <li>• what are we doing with comment cards?</li> <li>• how are we doing?</li> <li>• improving distribution methods</li> <li>• budget impacts on programs</li> </ul>	TBA
2:00 pm - 2:30 pm	Public Comments/Feedback <ul style="list-style-type: none"> <li>• electronic inquiries - who is responsible</li> <li>• ensuring a timely response</li> <li>• incorporating management review</li> <li>• documentation</li> </ul>	Mary Lou West
2:30 pm - 4:00 pm	Scanning Newsclips and Other Documents	AJ Ajitsingh
<b>WEDNESDAY</b>		
8:00 am - 9:00 am	Interactive Web <i>break-out session on improving customer service using the internet</i>	Mary Lou West
9:00 am - 10:00 am	Information Access Center	Viola Hunting
10:00 am - 11:30 am	Title and Records	Ray Edgerly
<b>WEDNESDAY</b>		
12:00 pm - 4:00 pm	Repeat Monday's Schedule	
<b>THURSDAY</b>		
8:00 am - 4:00 pm	Repeat Tuesday's Schedule	
<b>FRIDAY</b>		
8:00 am - 11:30 am	Repeat Wednesday's Schedule	

## Customer Service Web Training

*preparing and providing electronic information to respond to customer requests*

Target Audience: Web page developers and new webmasters from all California Offices

Date: March 12-14, 2001

Location: California State Office Computer Lab

Class Limit: 12 students

<b>MONDAY</b>		
12:00 pm - 12:30 pm	Opening Remarks/Introductions	Mike Pool, State Director Karen Barnette, DSD Support Services Tony Staed, DSD External Affairs
12:30 pm - 5:00 pm	NetObjects Tutorial	Mary Lou West
<b>TUESDAY</b>		
8:00 am - 8:30 am	Site structure <ul style="list-style-type: none"><li>• master borders</li><li>• custom names</li><li>• alt tags</li></ul>	Gus
8:30 am - 11:30 am	Web Page Development - class assignment	All Attendees
11:30 am	Lunch	
12:30 pm - 1:30 pm	Policies and Procedures <ul style="list-style-type: none"><li># planning documents/nepa</li><li>• news.bytes</li><li>• briefing documents</li><li>• upcoming events</li></ul>	Mary Lou West
1:30 pm - 4:00 pm	Converting (long) Documents to PDF	Gus Szlosek
<b>WEDNESDAY</b>		
8:00 am - 10:00 am	Microsoft Photo Draw	Gus Szlosek
10:00 am - 11:30 am	Image Library System for field offices and programs	Jim Pickering
11:30 am	Adjourn	

## Advanced Customer Service Training

*preparing and providing electronic information to respond to customer requests*

Target Audience: Webmasters from all California Offices - ADVANCED COURSE

Date: March 14-16, 2001

Location: California State Office Computer Lab

Class Limit: 12 students

<b>WEDNESDAY</b>		
12:00 pm - 12:30 pm	Opening Remarks/Introductions	Mike Pool, State Director Karen Barnette, DSD Support Services Tony Staed, DSD External Affairs
12:30 pm - 4:00 pm	Advanced NetObjects <ul style="list-style-type: none"> <li>• review tasks</li> <li>• importing word perfect files</li> <li>• meta tags</li> <li>• electronic forms</li> <li>• alt tags</li> <li>• custom names</li> </ul>	Gus Szlosek
<b>THURSDAY</b>		
8:00 am - 9:30 am	VR Review # from field office to web to customer	Jim Pickering
9:30 am - 11:30 am	Internet Map Server	TBD
11:30 am - 12:30 pm	Lunch	
12:30 pm - 1:30 pm	Web Policies and Procedures # planning documents/nepa <ul style="list-style-type: none"> <li>• news.bytes</li> <li>• briefing documents</li> <li>• upcoming events</li> </ul>	Mary Lou West
1:30 pm - 4:00 pm	Converting (long) Documents to PDF	Gus Szlosek
<b>FRIDAY</b>		
8:00 am - 10:00 am	Microsoft Photo Draw	Gus Szlosek
10:00 am - 11:30 am	Image Library System for field offices and programs	Jim Pickering
11:30 am	Adjourn	